



WDAF-TV

Reason

## ORDER

Print Date 10/17/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 583091 /

Original Date / Revision  
10/15/12 10/17/12

Advertiser Zweifel, Clint/D/MO St Treas

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001Product  
ZWEIFEL FOR MISSOURI

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2439

Alt Order # 09842360

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Mb

Priority 3

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 21% Market Value 35238

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	28%	9866
KCWE	%	0
KMBC	41%	14447
KMCI	%	0
KPXE	%	0
KSHB	10%	3523
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$6,290.00	\$7,400.00	0.00	10/01/12	10/22/12	18	\$6,290.00	\$7,400.00
Totals	18	\$6,290.00	\$7,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/17/12	10/17/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$525.00		0.00						
E 2	4	10/16/12	10/16/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$525.00		0.00						
E 8	4	10/16/12	10/16/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-T-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$100.00		0.00						



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Contract / Revision **583091** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/17/12

Order Sep 00:15:00

Advertiser **Zweifel, Clint/D/MO St Trea** Product **ZWEIFEL FOR MISSOURI** Estimate # **2439**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 9	4	10/17/12	10/17/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	--W----	:30	1	\$100.00	3	0.00 NM	1	\$100.00	
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$100.00		0.00						
E 10	4	10/18/12	10/18/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	---T---	:30	1	\$100.00	3	0.00 NM	1	\$100.00	
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$100.00		0.00						
E 11	4	10/19/12	10/19/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	----F--	:30	1	\$100.00	3	0.00 NM	1	\$100.00	
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$100.00		0.00						
E 12	4	10/22/12	10/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-----	:30	1	\$100.00	3	0.00 NM	1	\$100.00	
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$100.00		0.00						
E 13	4	10/17/12	10/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$300.00	2	0.00 NM	1	\$300.00	
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$300.00		0.00						
E 14	4	10/19/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$300.00	2	0.00 NM	1	\$300.00	
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$300.00		0.00						
E 15	4	10/18/12	10/18/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$600.00	2	0.00 NM	1	\$600.00	
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$600.00		0.00						
E 16	4	10/22/12	10/22/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$600.00	2	0.00 NM	1	\$600.00	
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00						
E 17	4	10/17/12	10/17/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$600.00	2	0.00 NM	0	\$0.00	
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	4	10/15/12-10/21/12		M-F 5-6p	5-530p		(5:00 PM-5:30 PM) P--W-----	:30	(\$600.00)		0.00	NM			
Credited															
E 18	4	10/19/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	----F--	:30	1	\$600.00	2	0.00 NM	1	\$600.00	
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$600.00		0.00						

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## ORDER

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Flight Dates 10/23/12-10/29/12

Contract / Revision 583099 /

Original Date / Revision  
10/15/12 10/15/12

Advertiser Zweifel, Clint/D/MO St Treas

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001Product  
ZWIEFEL FOR MISSOURI

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2453

Alt Order # 09842358

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Mb

Priority 3

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 23% Market Value 26739

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	27%	7219
KCWE	%	0
KMBC	40%	10695
KMCI	%	0
KPXE	%	0
KSHB	10%	2673
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	13	\$4,632.50	\$5,450.00	0.00	10/01/12	10/28/12	13	\$4,632.50	\$5,450.00
November 2012	2	\$595.00	\$700.00	0.00	10/29/12	10/29/12	2	\$595.00	\$700.00
Totals	15	\$5,227.50	\$6,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	4	10/24/12	10/24/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1				\$525.00		0.00			
E 2	4	10/23/12	10/23/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1				\$525.00		0.00			
E 8	4	10/23/12	10/23/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-T-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			







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# ORDER

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Flight Dates 10/16/12-10/22/12

Contract / Revision 583091 /

Original Date / Revision  
10/15/12 10/15/12

Advertiser Zweifel, Clint/D/MO St Treas

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Product

ZWEIFEL FOR MISSOURI

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2439

Alt Order # 09842360

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Mb

Priority 3

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 21% Market Value 29285

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	28%	8200
KCWE	%	0
KMBC	41%	12007
KMCI	%	0
KPXE	%	0
KSHB	10%	2928
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	15	\$5,227.50	\$6,150.00	0.00
<b>Totals</b>	<b>15</b>	<b>\$5,227.50</b>	<b>\$6,150.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	15	\$5,227.50	\$6,150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/17/12	10/17/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$525.00		0.00						
E 2	4	10/16/12	10/16/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$525.00	2	0.00	NM	1	\$525.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$525.00		0.00						
E 8	4	10/16/12	10/16/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-T-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$100.00		0.00						

Contract / Revision

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	4	10/17/12	10/17/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	--W----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$100.00		0.00						
E 10	4	10/18/12	10/18/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	---T---	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$100.00		0.00						
E 11	4	10/19/12	10/19/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	----F--	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$100.00		0.00						
E 12	4	10/22/12	10/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$100.00		0.00						
E 13	4	10/17/12	10/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$300.00		0.00						
E 14	4	10/19/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
Noons News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$300.00		0.00						
E 15	4	10/18/12	10/18/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$600.00		0.00						
E 16	4	10/22/12	10/22/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00						
E 17	4	10/17/12	10/17/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$600.00		0.00						
E 18	4	10/19/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$600.00		0.00						
E 19	4	10/18/12	10/18/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	---T---	:30	1	\$800.00	2	0.00	NM	1	\$800.00
News															





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Print Date: 10/15/12

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Contract / Revision **583091** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser **Zweifel, Clint/D/MO St Trea** Product **ZWEIFEL FOR MISSOURI** Estimate # **2439**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 19	4	10/18/12	10/18/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	---T---	:30	1	\$800.00	2	0.00	NM	1	\$800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---		1		\$800.00		0.00						
E 20	4	10/16/12	10/16/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-T-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----		1		\$800.00		0.00						
														Totals	15	\$6,150.00